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**IN THE CLAIMS**

[Please add new claim 63 as follows:]

63. (NEW) An aiming device for visually indicating a reading zone, the device comprising at least one illuminating assembly active on a reading zone portion along an optical emission path, said at least one illuminating assembly comprises:

a light source for emitting a light beam;

a diaphragm having an aperture of a preset shape for selecting as shaped light a portion of the light generated by said source, thereby allowing propagation of said selected portion of the light beam, and a portion surrounding the aperture, thereby preventing propagation of a remaining portion of the light beam; and

a converging lens placed downstream of the diaphragm for collecting the shaped light coming from the diaphragm and projecting the shaped light onto the reading zone portion, wherein the converging lens is separated from the diaphragm and positioned at a predetermined distance away from the diaphragm such that the diaphragm is focused onto the reading zone portion, thereby providing on the reading zone an aiming shaped light and immediate visual feedback regarding the position of said shaped light relative to the reading zone.